

***FREE DIGITAL
BILLBOARD
ADVERTISING
FOR YOUR
CHARITY***

Soapbox-Billboards is a part of a family business in Cannock offering **free** advertising on our new electronic billboard to selected local charities



McArthurGlen Destination Retail Outlet

WHERE IS IT?

- Opposite the landmark **McArthurGlen Outlet**
- Route to M6 & M6T from array of business and leisure outlets
- On several bus routes



WILL IT WORK FOR YOUR CHARITY?

Digital billboard advertising is flexible, effective and instant. They attract attention and reach a mass audience, spanning socio-economics, ages and backgrounds, which is why they can be so effective for charitable groups and organisations.

- Fundraising events
- Local services
- Educational messages
- Appeal for donors/support
- Raise awareness
- Thank supporters



YOUR BILLBOARD ADVERT

Your advert should be emailed to us in one of the formats below. Once approved we would ask you to confirm you are happy with our T&Cs so we can display it on the billboard as soon as, and often as, possible for up to 6 months.

FORMAT

jpg, png, gif or tiff

Once you have created your advert in a software package such as PowerPoint or Publisher, save it as one of the above formats

SIZE/PIXELS

576cm x 288cm

The billboard is 6m x 3m landscape so the resolution must be a minimum of 576 x 288

SCALING

ratio of 2:1 landscape

You can send a larger resolution, but it MUST be a ration of 2:1 landscape. For example, if you send a PDF 2000x1000 pixels, or 1000x500, our processor will automatically scale to 576x288

SOAPBOX-BILLBOARDS

ads@soapbox-billboards.co.uk

07899 966431

07887 840952

01543 766079

WHAT ARE YOU WAITING FOR?

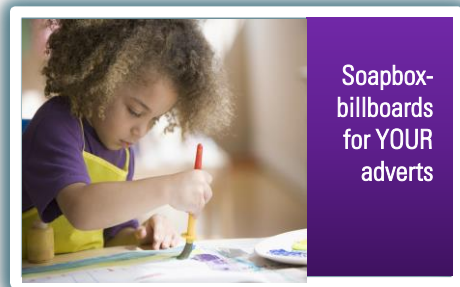
We hope you take advantage of this offer to spread the word about your vital work, at absolutely no cost to your charity.

Your advert will be displayed Free of Charge when we have unused space.

Soapbox-Billboards is part of a local, family business. If you would like more information or simply to chat through in more details, please get in touch.
Thank you.

Valbrian Enterprises Limited
Company number 01217447
VAT number 101 5741 16

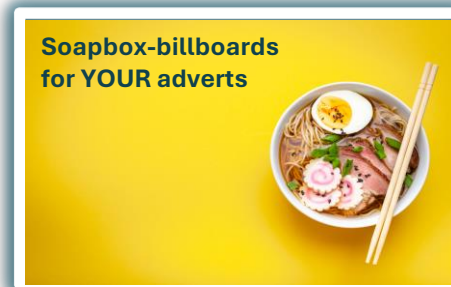
TIPS FOR YOUR DIGITAL BILLBOARD ADVERT



Know your objective, focus on your message and include a call to action.



Use high-quality, impactful images that capture attention and simple fonts for a 3 second read.



Too much white background can be glaring. Bright impactful colours and high contrast are best.



Finally, get lots of feedback before 'going live' to ensure your message is easily understood.